

Message Text

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CCP FOR BELGIUM FY1976

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SUBJECT: CCP -- FOURTH QUARTER PROGRESS REPORT

1. SUMMARY: HIGHLIGHTS OF FOURTH QUARTER WERE HEALTH CARE AND BIOMEDICAL TECHNICAL SALES SEMINAR IN MAY, PETROLEUM INDUSTRY CATALOG SHOW IN JUNE, ANTWERP EAST-WEST TRADE SEMINAR IN MAY, AND THREE SMALL "GESPREKSDAGEN" HELD DURING THE QUARTER. CCP IS ON SCHEDULE EXCEPT IN INSTANCES MENTIONED BELOW FOR WHICH OTHER ACTIVITIES HAVE BEEN SUBSTITUTED. END SUMMARY.

2. LAB INSTRUMENTS -- UDIAS LAB INSTRUMENTS SHOW WAS NOT HELD IN BRUSSELS IN 1976, BUT IS NOW SCHEDULED FOR SPRING 1977. HEALTH CARE SEMINAR WAS APPROVED SUBSTITUTE FOR ACTIVITIES NORMALLY SCHEDULED UNDER THIS CAMPAIGN. SEMINAR GIVEN IN BRUSSELS AND GENT MAY 23-27 WAS IN GENERAL A SUCCESS.

3. AVIONICS -- ON SCHEDULE.

4. POLLUTION CONTROL EQUIPMENT -- DURING THIS QUARTER, EMBASSY BEGAN INITIAL SPADE WORK IN PREPARATION FOR ANTICIPATED POLLUTION CONTROL TRADE MISSION TO TAKE PLACE IN EARLY SEPTEMBER. WHILE NOT DIRECTLY RELATED TO THIS CAMPAIGN OR TO PROCESS CONTROL CAMPAIGN, PETROLEUM INDUSTRY CATALOG SHOW HELD JUNE 16 AND JUNE 18 IN ANTWERP AND BRUSSELS RESPECTIVELY WAS HIGHLY SUCCESSFUL SUPPLEMENT TO CAMPAIGN.
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5. FOOD PROCESSING AND PACKAGING -- ON SCHEDULE.

6. CONSUMER GOODS -- EMBASSY HAS NOT SUCCEEDED IN ORGANIZING IN-STORE PROMOTION IN BRUSSELS. AND IS NOT OPTIMISTIC FOR THE IMMEDIATE FUTURE. DURING QUARTER HOWEVER, FOUR CONSUMER GOODS EVENTS WERE HELD. IN MAY OFFERANDESTRAT IN ANTWERP USED AMERICAN THEME FOR SHOPPING STREET PROMOTION. ALSO IN MAY IN GHENT, WONDELGEMSTRAAT FEATURED SIMILAR ACTIVITY. IN JUNE A SHOPPING CENTER AT BRASSCHAAT, NEAR ANTWERP, HAD U.S. THEME. CATHEDRAL NORD IN LIEGE HELD SIMILAR EVENT IN LATE JUNE. EMBASSY AND CONSULATE GENERAL ANTWERP ASSISTED ORGANIZERS WITH SOME MATERIAL AND ENCOURAGED STORES INVOLVED TO HAVE RECOURSE TO U.S. SUPPLIERS OF CONSUMER GOODS.

7. PROCESS CONTROL INSTRUMENTATION -- ON SCHEDULE. PETROLEUM INDUSTRY CATALOG SHOW MENTIONED ABOVE WAS USEFUL SUPPLEMENT TO THIS CAMPAIGN.

8. VISIT U.S.A. -- SEVERAL IMPORTANT TRAVEL ARTICLES WERE PLACED IN BELGIAN MEDIA. TOURISM SEMINAR ON U.S. REGION WAS NOT HELD BECAUSE OF CONGESTED SCHEDULE BUT USIS IS PROVIDING LIBRARY FACILITIES TO TWA FOR TRAVEL FILM SHOWING IN JULY. VISIT U.S.A. COMMITTEE IS PLANNING A MAJOR SEMINAR TO BE HELD IN OCTOBER ON U.S.A. CONVENTION TRAVEL.

9. MISCELLANEOUS -- ARCHITECTURAL STUDY AND PLANS FOR COMPLETE REDESIGN OF COMMERCIAL LIBRARY AND COMMERCIAL OFFICES IN EMBASSY WAS RECEIVED BY EMBASSY JUNE 30. INITIAL MEASURES FOR THIS IMPORTANT NEW LAYOUT ARE WELL UNDERWAY. DURING QUARTER, THREE GESPRESKSDAGEN WERE ORGANIZED IN COOPERATION WITH SOCIETE GENERALE DE BANQUE IN GHENT, LA LOUVIERE, AND NIVELLES. CONSULATE GENERAL ANTWERP ORGANIZED SUCCESSFUL EAST-WEST TRADE SEMINAR ON MAY 5. COOPERATION WITH STATE OFFICES WHICH CONTINUE TO INCREASE IN NUMBERS IN BRUSSELS WAS AT HIGH LEVEL. FIRESTONE

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